Reg Gomes Interview notes and Guiding Questions:
Victor Geraci, PhD

Theme --- Professional: What are your fields of specialty in ANR and what positions have you held, including staff, academic, and administration?

- In a thematic / chronological manner please describe your career --- positions held and where.
- Your specialty research areas, teaching activities, and publications
- What areas/specialties have you taken to the people… define the projects and the issues that faced development and delivery of the project goals.
- Author or co-author of 42 abstracts of papers presented at scientific meetings and published since 1962.
- Major Professor for students completing 21 Masters and 15 Ph.D. degrees.
- Graduate Students: Supervised the work of six postdoctoral scientists, and served on graduate committees of more than 100 additional students in animal and veterinary sciences, agricultural economics, and agricultural education.
- Undergraduate Students: Served as faculty and honors program advisor to more than 300 undergraduate students.

Education:

- Bachelor of Science California Polytechnic State University, San Luis Obispo
- 1962 Master of Science Washington State University, Pullman
- 1965 Doctor of Philosophy Purdue University, Lafayette, Indiana

Graduate School Research --- Main Area Bovine Reproduction

Teaching Career; School, courses taught, research, publications

Ohio State University

1969 – 72 Assistant and Associate Professor Department of Dairy Science, Ohio State University and Ohio Agricultural Research and Development Center.

- Research support at OSU came from Hatch and OARDC funds, the National Institutes of Health, the Population Council, Select Sires, Inc., and the National Association of Animal Breeders.
- Courses taught 1965-1981 at OSU included: Advanced Reproductive Physiology (Graduate Level; Annually, 1965-81); Endocrinology of Reproduction (Graduate; Biennially, 1965-80); Research Principles and Philosophy (Graduate: Annually, 1977-80); Physiology of Reproduction and Growth (Undergraduate-Graduate; 1972, 1974); Laboratory in Reproductive Physiology and Artificial Insemination (Undergraduate-Graduate; 1972-74); Adrenal Function (Graduate; Biennially, 1965-71); Honors Colloquium (Undergraduate; 1967-72); Graduate Seminar (Coordinator; 1968, 1971, 1973, 1974); Individual Studies (Undergraduate; 5-6 students annually); Thesis Research (Graduate).


1972 – 81 Professor Department of Dairy Science, The Ohio State University (OSU) and Ohio Agricultural Research and Development Center (OARDC), Columbus


1974 Fulbright Professor Institute of Medicine Zagreb University, Croatia


Boots, L. R., and W. R. Gomes. 1979. The Effect of Estradiol-17β on Aspartate (E.C.2.6.1.1) and Alanine (E.C.2.6.1.2) Aminotransferases in Rat Tissues. IRCS Med. Sci. 7:146.


1980 Visiting Professor College of Agriculture Kyoto University, Japan

University of Illinois

1981 – 85 Professor Department of Dairy Science, University of Illinois Urbana-Champaign
1985 – 95 Professor Department of Animal Sciences, UIUC
Gomes has been Principal Investigator (PI) on UIUC projects supporting animal sciences research (USDA: $1.5 million) and importation of Chinese swine (state funds: $1.8 million).


1995 Professor Emeritus Department of Animal Sciences, UIUC

2005 - Professor Emeritus, The Ohio State University (OSU)

University of California

1995 Professor Department of Animal Science, UC, Davis

PI for the CSREES-funded Viticulture Consortium (Western Region), the California University-Industry Viticulture and Enology Consortium,

Coordinates or participates in systemwide proposals for support from USDA, the Kellogg Foundation, USAID, the Hewlett-Packard Foundation, and others.

ADMINISTRATIVE ACTIVITIES and POSITIONS

1981 – 85 Head Department of Dairy Science, UIUC

1985 – 89 Head Department of Animal Sciences, UIUC

1988 – 89 Acting Dean College of Agriculture, UIUC

1989 – 95 Dean College of Agriculture, UIUC

1995 -Dean Emeritus University of Illinois at Urbana-Champaign (UIUC)

1995 – 2007 Vice President Agriculture and Natural Resources; Director, Agricultural Experiment Station; Director, Cooperative Extension, University of California (UC) System; Professor, UC Davis

Scope of UC Position:

The Vice President–Agriculture and Natural Resources (ANR) is the chief executive officer of the Division of Agriculture and Natural Resources, University of California. The Division is a statewide research and public service organization responsible for activities in agriculture, natural resources, environmental sciences, family and consumer sciences, forestry, human and community development, and related areas. The Vice President-ANR, is Director of the California Agricultural Experiment Station and of California Cooperative Extension.
Current Standing Committee/Board/Association Memberships:

National

Administrative Heads= Section of Agriculture, National Association of State Universities and Land-Grant Colleges (NASULGC)
Association of Agricultural Experiment Station Directors
Association of Extension Directors
Executive Committee, Farm Foundation Agricultural Round Table
American Distance Education Consortium
Partnership Working Group, Board on Agriculture Assembly (NASULGC) and Cooperative State Research, Education and Extension Services (CSREES) United States Department of Agriculture (USDA)
Board on Agriculture and Natural Resources (BANR)

Western Region

Western Region Administrative Heads of Agriculture Section (NASULGC)
Western Region Association of Agricultural Experiment Station Directors
Western Extension Directors

State of California

Board of Directors, California Farm Bureau Federation (CFBF),
Board of Directors, California 4-H Foundation,
California Board of Food and Agriculture (gubernatorial appointment)
Co-Chair, Joint Policy Council on Agriculture and Higher Education
California Coordinated Resource Management and Planning Executive Council
California State Technical Committee, Natural Resources Conservation Service, USDA
California Biodiversity Council
Steering Committee, California Food and Fiber Futures Project
Board of Governors, California State University Agricultural Research Initiative
Advisory Board, New Valley Connexions, Great Valley Center
Board of Directors, Tahoe-Baikal Conservancy

University of California

Officer of the University
President's Cabinet
Federal Policy Advisory Committee
Academic Planning Council
President’s Advisory Commission on Agriculture and Natural Resources
Office of the President Communications Steering Committee
University of California Office of the President (UCOP) Multi-campus Bioterrorism Group
International Activities Coordinating Committee
Division of Agriculture and Natural Resources

- Chair, Water Resources Center Coordinating Board
- Water Resources Center Advisory Council
- Giannini Foundation of Agricultural Economics Executive Committee Chair, Executive Council
- Academic Assembly Council
- Chair, Board on Agriculture and Natural Resources, 2006-present
- Co-Chair, Partnership Working Group, Board on Agriculture Assembly (NASULGC), 2005-present.
- Steering Committee for Education, Non-Profit and Governmental Organization, Farm Foundation, 2004-2007
- Chair, Steering Committee for the workshop “Exploring a Vision: Integrating Knowledge for Food and Health”, BANR,
- National Research Council, 2004
- UC International Activities Coordinating Committee, 2002-present
- Bi-national Agricultural Research and Development (BARD) Committee Revenue Task Force, 2002
- Coordinator or monitor for five National Research Council (NRC) publications, 2001-2004
- Co-Chair, Committee to restructure the Board on Agriculture,
- National Association of State Universities and Land-Grant Colleges (NASULGC), 2001
- UC Steering Committee on Communication, 2001-present
- Chair, University Task Force on Pierce’s Disease, 1999-2000
- Executive Board, Oakland Youth of Valor Awards Program, 2000
- Chair, University’s Task Force on Flood Research and Outreach, 1998
- Governor’s Flood Emergency Action Team, 1997
- Governor’s Floodplain Management Task Force, 1998
- Illinois Governor’s Board of Agricultural Advisors, 1988-95

INTERNATIONAL PROGRAMS

Australia
2002-Meeting participant, Rosenberg International Symposium on Water Policy in Canberra
2001-Team leader of UC teams negotiating Memoranda of Understanding with Victoria

Austria
1989-92-Member of the Board of Directors of ELVA Laboratories, a joint venture between Eli Lilly of Vienna and VASHNEIL of Moscow, Russia
1989-Represented UIUC College of Agriculture at scientific meetings and conferences
Canada
2006-Meeting participant, Rosenberg International Symposium on Water Policy in Banff
1984 and 1988-Represented UIUC College of Agriculture at scientific meetings and conferences

China
2006-Hosted Chinese delegation from Shanghai University at UC headquarters in Oakland
2005-Invited participant to centennial anniversary of China Agricultural University, Beijing; Invited participant to California Governor Schwarzenegger Trade Mission to China (Beijing, Shanghai, Hong Kong)
2000-Invited speaker, US-China Conference on Agriculture, Riverside, CA
1998- Member of a UC team negotiating Memorandum of Understanding and developing a US-China Conference on Agriculture. Met with officials from the China Ministry of Agriculture, The China Agricultural University, the China Academy of Science, the China Academy of Agricultural Science, and the Beijing University of Posts and Telecommunications. Beijing
1990-Represented UIUC College of Agriculture during visits to research centers
1984-Member of delegation negotiating University of Illinois Urbana Champaign agreement with the People’s Republic of China in Washington, DC

Egypt
1988 and 1994-Member of delegation negotiating UIUC agreements in Cairo

France
2002-Host, Pierce’s Disease/Flavescence dorée Symposium, Montpellier
1989-Represented UIUC during visits to research centers

Greece
1982-Represented UIUC College of Agriculture at scientific meetings and conferences

Israel
2002-BARD Roundtable on Research Directions, Arlington, VA
1998-Invited participant, BARD Agricultural Seminar for American Farm Bureau Federation leaders and selected Land Grant University leaders
1992-1995-Member of the Board of Directors, US-Israel Bi-national Research and Development Fund

Japan
1990-Represented UIUC College of Agriculture during visits to research centers
1980-Visiting Professor, Kyoto University; Visiting Fellow, Japan Society for the Promotion of Science; Invited Lecturer, Japan Society of Fertility and Sterility; Invited Speaker, Japan Society of Animal Reproduction
Kenya
1994-Represented UIUC College of Agriculture to explore cooperative programs
1988-Member of Illinois delegation to the elevation of Egerton College to full University status in Kenya

Mexico
2005-Team leader of UC delegation to sign a Memorandum of Understanding with the Universidad Autónoma de Baja California for exchange of scientists and students
2003-Member of a UC team which met with El Consejo Nacional de Ciencia y Tecnología (CONACYT) and agricultural representatives in Mexico City to further develop cooperative programs

Moldova
2000-Invited to Moldova by Moldova State University, the National Farmers Federation of Moldova, and the Minister of the Interior. Also, met with the US Ambassador, representatives from USAID, USAI, and Parliament. Awarded the degree, Doctor Honoris Causa and the Jubilee Medal, Moldova State University

Pakistan
1989-Represented UIUC College of Agriculture at cooperative program

Russia
1989-1992-Member of Board of Directors of ELVA Laboratories, a joint venture between Eli Lilly of Vienna, Austria and VANSHELNEIL of Moscow, Russia
1989-Member of the Governor’s Illinois Agribusiness/Food Processing Equipment Trade Mission to Moscow and Leningrad, Russia

South Korea
2001-Team leader of UC teams negotiating Memoranda of Understanding

Spain
2001-Team leader of UC teams negotiating Memoranda of Understanding
1999-Invited speaker, Rosenberg International Symposium on Water Policy in Barcelona, Spain

Turkey
2004-Meeting Participant, Rosenberg International Symposium on Water Policy in Ankara

Uganda
1994-Represented UIUC College of Agriculture to explore cooperative programs

United Arab Emirates
1996-Member of the International Review Team for the University of the United Arab Emirates
USA
2003-Invited participant, International Agricultural Science and Technology Ministerial Expo, Sacramento, CA
2001-Invited participant, Global Consortium of Higher Education and Research in Agriculture, San Francisco, CA
1997-Invited Speaker, Rosenberg International Symposium on Water Policy, San Francisco, CA
1990-Speaker, International Symposium on Maize and Soybean Quality, Champaign, IL

Yugoslavia
1974-Invited lecturer: Croatian Medical Society, Yugoslav Academy of Anatomists, and the Medical Society of Bosnia-Herzegovina; Fulbright-Hays Distinguished Traveling Professor, Zagreb (Croatia) University; Invited Seminars: Institute of Human Anatomy and Institute for Medicine, Zagreb University; Invited Lecturer: Croatian Medical Society, Yugoslav Academy of Anatomists, and the Medical Society of Bosnia-Herzegovina

Professional Societies and Organizations:

**Board on Agriculture and Natural Resources**, National Research Council, National Academy of Sciences. Invited speaker (1999); Board Member, (2000- ); Executive Committee, (2000- ); Chair, Steering Committee for the Workshop “Exploring a Vision: Integrating Knowledge for Food and Health”, Washington, DC (2004); Chair (2006).

**Farm Foundation Agricultural Round Table** (formerly called Bennett Ag Round Table). Steering Committee, Education, Non-Profit and Governmental Organizations (2004-2007).

**American Dairy Science Association** (1959- ): Host Committee, 1968, 1985 (chair); Award Selection Committees (Anonymous), 1969-72, 1982-84, 1985-87; Production Division Resolutions Committee, 1973-76 (chair, 1975-76); Tellers Committee, 1981-83 (chair, 1982-83); Association Representative to the Council for Agricultural Science and Technology, 1985-88; Upjohn Award Selection Committee, 1984-85 (chair); Search Committee for Executive Secretary, 1985-86; Cyanamid Award Selection Committee, 1986-87 (chair); Production Division Nominating Committee, 1986-87; Association Resolutions Committee, 1988-91; Awarded ADSA Fellows Award in 2006.

**American Society of Animal Science** (1965- ): Physiology Committee, 1987-88; Board of Trustees, ASAS Foundation, 1992-95 (vice chair).

**Society for the Study of Reproduction** (1968- ): Charter Member; Host Committee, 1970 (chair, 1986-87); Publications Committee, 1970-77 (chair, 1974-77); Awards
Committee, 1976-80 (chair, 1979-80); Abstract Review Committees, 1974, 1976; Editorial Committee, 1974-78; Information Management Committee, 1984-86 (chair, 1985-86); Executive Secretary Selection Committee, 1985-86.

**Council for Agricultural Science and Technology (CAST)** (1982- ): Board of Directors, 1985-88; Publication Review Committee, 1985-88 (chair, 1987-88); Committee on Animal Care, 1985-86; Committees to review task force plans on animal welfare (chair), biotechnology, 1985-87; Committee of Applications of Technology, 1987; Nominating Committee, 1987 (chair); Banquet speaker, 1989.

**National Association of State Universities and Land-Grant Colleges (NASULGC).** Council for Food, Agriculture and Renewable Resources (1988- ); Executive Committee (1992-2000 ); Administrative Heads= Section (1988- ); Western Administrative Heads= Section, (1995- , Secretary, 1997, Vice Chair, 1998; Chair 1999); Midwest Administrative Heads= Section (vice chair, 1993; chair, 1994); Committee for USDA CSRS/ES FY1995 budget, 1992-94; Committee for FY1996 Budget, 1993-95 (chair); Council for Agricultural Research, Extension and Teaching (CARET); Committee for the reorganization of the Board on Agriculture, 1998-2001 (co-chair); Partnership Working Group, 2005- (co-chair).


**Peer review panel, USDA Competitive Grants Program,** 1978, 1983-84. Peer review panels (CSRS) for evaluation of the Dairy Science Department, University of Wisconsin-Madison, 1982; Division of Animal and Veterinary Science, University of West Virginia, 1984; Department of Dairy Science, University of Florida, 1984; Department of Animal Sciences, Washington State University, 1986, and the Departments of Animal Science and Dairy Science, University of Missouri-Columbia, 1988. Site visit team for Agricultural Biotechnology Building, Utah State University, 1990. External reviewer for theses (University of Calcutta D.Sc., 1970, 1972; University of Queensland Ph.D., 1971) and faculty promotions (University of Toledo, 1974; University of Southern California, 1978; Cornell University, 1982; University of Minnesota, 1984; University of Georgia,
1986; University of Florida, 1988), and research proposals (NSF, USDA-CSRS, Bi-
national Agricultural Research and Development Committee, Ohio Department of
Development, Canadian Department of Agriculture).

Chair of Review Panel and Member of Advisory Board, Texas Higher Education
Coordinating Board programs of research revitalization in Texas; Ohio State University
Research Review Roundtable; Ad Hoc Consultant, NICHDD (NIH); Battelle Memorial
Institute; CSRS-USDA; Abbott Laboratories; Campbell and Hadden, Cleveland; Berger
and Kirschenbaum, Columbus; National Science Foundation, P. Washington; Philo et al.,
Detroit; University of Missouri, Columbia; Califano, Ross and Heineman, Washington,
D.C.; Manitoba Health Research Council, Winnipeg; International
Life Science Institute, Washington, D.C.; Schuyler Laboratories, Rushville, IL; National
Pork Producers Congress, Des Moines, IA; CAPCO, Tempe, AZ; Cytogam, Inc.,
Chandler, AZ; Eli Lilly and Co., Vienna, Austria and Indianapolis, IN; Burson-
Marsteller, Chicago, IL.

AWARDS, RECOGNITION

- Recipient of the first (1970) Sigma Xi Research Award recognizing outstanding
  young (less than 35) investigators in Ohio.
- Distinguished Traveling Professor, Fulbright-Hays, 1974.
- Featured Alumnus, Los Lecheros Yearbook, 1977; Honorary Member, Los
  Lecheros Dairy Club, 1996; California Polytechnic State University.
- Fellow, Japan Society for the Promotion of Science, 1980.
- Recipient (for Illinois Extension Service) of the "Friend of Agriculture" Award,
- Honored Alumnus, California Polytechnic State University, 1990.
- Distinguished Alumni Award (inaugural class), Purdue University School of
- Honorary Alumnus Award, Certificate of Appreciation, Loyalty Award; All from
- Inducted into Hall of Fame, Hanford (CA) High School, 1995.
- Awarded degree, Doctor Honoris Causa, and the Jubilee Medal by Moldova State
  University, 2000.
- Awarded Honorary Professorship, China Agricultural University, 2005.
- Received Distinguished Graduate: Science, Education, and Technology Award,
  Washington State University, 2006.
- Received ADSA (American Dairy Science Association) Fellows Award, 2006.
- Listed in Who's Who in the World, American Men and Women of Science,
  International Directory of Distinguished Leadership, Outstanding Educators of
  America, others
Defining the role of ANR

- Describe the service role of ANR in general and your division and position in particular.
- How has ANR been effective and what have been its downsides?
- Define and describe specific projects and programs that you have been involved in.
- How well have business, government and university worked together or countered each other?

The Organizational Structure of ANR: In a change over time fashion, describe ANR as an organization. What was the organization like when you entered the field and how has it changed over time? This area toys with the issue of “state-building” and how the federal government developed policies and bureaucracies to manage national resources and promote capitalist development of an infrastructure that promotes a market economy.

- Overview of ANR in the last half of the twentieth century. This could provide the context for a basic history of the organization, its leadership, and development of programs. The documentation of the evolution of programs and the organic adaptation to ever-changing rural and urban needs as America swung from being an agrarian nation to a county where less than one percent of its people are actively involved in agriculture.
- The role of the Farm Bureau.
- The institutional evolution and reorganization that moved ANR’s mission from being production driven to an environmental and sustainable focus.
- The development of statewide Research and Extension Centers.
- The development of mentoring leadership programs and the roles for advisors and specialists.
- Contextualizing the “blessing and curse” of how ANR is funded.
- Restructuring and reorganization and the subsequent reactions and responses to numerous internal and external impacts.
- Describing the bureaucratic structure that managed a huge system stationed at numerous campuses and the resulting conflict of needs between individual units, statewide needs and federal mandates.
- Meeting the diverse needs of businesses and their consumers.
- Negotiating the needs of academics, specialists, agents, farmers, and consumers.
- 1960s to the present professionalization of the workforce and the underlying “feeling” that ANR employees are the stepchildren of the UC faculty senate academics.

The California Story: Adaptation to change and California Exceptionalism
Interviewees will include both retirees and service recipients with knowledge and experience in this area. Included, but not limited to, would be farm advisors, farmers, County Directors, Specialists, labor, program representatives, office staff, home economists, area advisors, scientists, and service receivers

Sub Theme; Responding to Crisis
• The UC response to ever changing societal issues. This would include, but not be limited to, the environment, youth, seniors, labor, and community building.
• California’s uniqueness in concentrating on the research-extension continuum.
• Develop stories of specific case studies that reflect the continuum.
• Illuminate the unique situation whereby advisors are required to do applied research while at the same time providing practical expertise and the latest in current research.
• Identify case study societal issues and the key UC responses. This area includes specific crops --- cotton, rice, cattle, grapes, strawberries, leaf crops and vegetables to name a few.
• Develop a story of how researchers must be at the leading edge of agricultural research and technology and be able to provide farmers of California with the scientific tools to manage and financially succeed on future farms. Thus, being ahead of the curve in research and development of programs. IE. IPM, Rangeland, water quality, sustainability, global markets, political action, labor issues, and stability of farm families and farm communities.

Sub Theme; “Bringing Agricultural Science to the People”
• Role of advisors in localizing information to meet local needs and conditions.
• Building relationships with individuals and the community --- the mentorship role of advisors
• Meeting the needs of a multiculturally diverse population.

University of California ANR in the historical context of the nation and the world:
• Role of the Farm Bureau
• Role of the University
• Role of government and public policy--- role of Land-Grant colleges in implementing public and governmental policies and laws during depression, wars, urban decay and societal changes.
• Adaptation of ANR to the ever decreasing number of farms and increasing size of agribusiness.
• Role and effectiveness of agribusiness.
• Governmental role in providing a healthy, safe, and stable food supply thus insuring leadership America’s role in the global community.

“Public and Private Partnerships”
Like most federal government departments and organizations the ANR navigated the sometimes widely divergent needs of businesses and weighed them against the concerns and desires of politicians and consumers. As nineteenth-century Populism turned into twentieth-century progressivism, politicians designed government programs to simultaneously regulate and provide opportunity for large corporations. Yet; siding-up to businesses, with money and political clout, sometimes harmed relationships with workers, consumers, and other groups. This uneasy relationship grew as New Deal programs of financial, trade, and infrastructure support for agribusiness continued into the latter-half of this century. For this project it is necessary to ascertain how the organization negotiated value judgments to develop and proceed on projects. Was it a
matter of business money buying political clout? Or in more recent times those with the best lobbyists. To catch the true tensions and intentions on both sides of the issue we must interview people from the business community, labor, consumer groups, government, and powerbrokers. Like most social issues the answers are not simple and lie somewhere in the gray area of compromise and expediency. Interviewees in this category would include both retirees and recipients with knowledge and experience in this area. Included, but not limited to, would be business owners, farm advocacy groups, cooperatives, farm advisors, farmers, County Directors, Specialists, labor, program representatives, office staff, home economists, area advisors, scientists, service receivers.

**Sub Themes for guiding Interview questions:**

- Industries --- grapes, berries, nuts, cotton, cattle, rice
- University --- Campus specialties
- Government --- County, state, and federal
- Tensions between and mixed needs of the private and public continuants. IE Developing tomato harvesters for industry and the resulting anger of farm workers who lost jobs.

**Historic Periodization:** (See Historic Timeline)

| 1865 to 1908 | Era of Federalism and the need of the United States to feed its newly developing industrial urban centers teaming with immigrants. Political responses to Populism … to Gemeinschaft and Gesselschaft tensions.  
* Gilded Age and Captains of Industry wrestle political power from agriculture as the nation shifts its population and political energy to urban centers  
* Organizations --- Grange, Agricultural Societies, State Boards of Agriculture, Farmer’s Alliances  
* Federal response was land-grant colleges--- Morrill Act, Hatch Act, Extension programs, Farmer’s Institutes, Farm Youth Clubs, Demonstration Farms, Demonstration Trains, lectures |
| 1908 to 1915 | Progressive ideology marries agriculture with the free market economy--- Agribusiness takes hold.  
* Federal Response; 1908 TR Commission on Country Life to save and modernize rural life, formation of the Association of American Agricultural Colleges and Experiment Stations, Smith-Lever Act to federally funded education programs and agents  
* Business collaborations --- Southern pacific and UC with CA State Board of Agriculture sponsor Demonstration Trains (Ala Olivier Zunz’s Matrix)  
* California Response; 1913 Farm Bureau, birth of active ECOP (Extension Committee on Organization and Policy) |
<table>
<thead>
<tr>
<th>Period</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>1916 to 1930</td>
<td>War Crisis (WWI) finds new uses for the newly established bureaucratic AG infrastructure.</td>
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<td>• Federal Response; Emergency Food Production Act gives Congressional funding for farm advisors, monetary incentives for increased production, New Extension Specialists, home demonstration agents used to teach health and safety during the influenza outbreak, USDA made a separate Agency with a Director</td>
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<td>• California response; established agency with numerous FTE, 568 Farm centers, publications,</td>
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<td>• UC response; founding of Giannini Center and publish “Agricultural Outlook.”</td>
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<td>1930 to 1940</td>
<td>Farm Crisis during the Great Depression</td>
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<td>• Federal Response; Use of AG Bureaucracy to administer the AAA and relief to the rural communities of America, National Extension Homemakers Council, Soil Conservation programs, Cooperative Extension becomes the world’s largest agency serving adults.</td>
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<tr>
<td>1940 to 1945</td>
<td>Agricultural Extension reacts to the crisis of providing food for a war torn world.</td>
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<td>• Federal response; Executive Order 9280 gives the Secretary of Ag responsibility to insure safe and continuous food supply, Emergency Farm Water Supply Project, Emergency Farm Fire Prevention Act, Emergency Farm labor Project, Extension Programs oversee Victory Garden Programs, training for blackouts, war bond sales, fire prevention</td>
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<td>• California response; Women’s land Army, 125 farm labor offices, British Home garden Program</td>
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<td>1945 to 1960</td>
<td>Agricultural Extension serves as a model to free world to prove Cold War superiority of our system... agribusiness comes of age.</td>
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<td>• Federal response; Extension staff help administer the Marshall Plan, rural development programs,</td>
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<td>• California response; Golden Era for the California Extension Service, state doubles funding and staffing, expanded research for scientific farming and agricultural technology, program shifts to business programs, mechanization, efficient increased production, goal to feed large urban centers, Asilomar Staff Conference theme “Agricultural Extension in Fast Changing Times” theme</td>
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<tr>
<td>Time Period</td>
<td>Key Events</td>
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<td><strong>1960 to 1969</strong></td>
<td>Agriculture Extension called upon to facilitate the Great Society.</td>
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<td>• Federal response; New family and Consumer Services, radio, TV documentaries, new Smith-Lever Amendment funds resource and community development, farm safety, urban gardening, pest management, migrant worker issues, Economic Opportunity Act to combat urban poverty with “multipliers,” 196 presidential commission “The People Left behind” to help rural poor, expanded Food and Nutrition Education program (EFNEP) administered by Extension Home economics staff</td>
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<td>• California response; California land Conservation Act, UC masters Ag mechanization (cotton, tomato, sugar beets), Governor Reagan cuts Extension funds and staff by 10 percent.</td>
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<td><strong>1970 to 1980</strong></td>
<td>Era of Environmental Concern and Financial Crisis as State and federal Government turns responsibility for agricultural issues slowly over to local, private, and business concerns… a la “Silent Spring” and Santa Barbara Oil Spill</td>
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<td>• Federal response; Title IX of the 1970 Agricultural Act makes community development a national goal to address inflation, employment, technological change, ethnic diversity and nutrition, congressional 4-H funds, Small farm program to help specialized small-scale agriculture,</td>
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<td>• California response; UC becomes center for new environmental studies, From Agricultural Extension Service to California Cooperative Extension (UCCE), 90 percent of state is urban, staff for farm labor relations,</td>
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<td>• Farmer’s response; California Farm Bureau forms FARM PAC</td>
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<td><strong>1980 to 1987</strong></td>
<td>Crisis --- sold to the highest bidder.</td>
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<td>• Federal response; Federal law encourages universities to patent discoveries (Bayh-Dole Act), Food Security Act amended Smith –Lever to fund applied research, Federal Transfer Act forces government agencies to collaborate with private companies,</td>
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<td>• State response; UC Davis Calgene conflict of Interest case, federally funded Small Farm Center, reorganize Cooperative Extension Service) new era and less funds), new affirmative action officer,</td>
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<td>• Farmer response; CFBF founds Agricultural Education Program</td>
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<td><strong>1987 to 1990s</strong></td>
<td>Crisis --- the environment, sustainability</td>
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<td>• Federal response; research funds down to 2% of CA budget,</td>
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<td>• California response; master’s gardeners program, hire sustainable specialist,</td>
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<td>• UC Response; campus based specialists made part of academic departments, 1998 alliance with Swiss Novartis</td>
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<td><strong>New Millennium</strong></td>
<td>Crisis; Planning for the future food supply needs and rural needs in a global community.</td>
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<td>Theme “Precision Agriculture,” Genetic Engineering, Transgenic versus Organic, Biologically Integrated Farming Systems (BIFS), Agricultural Industrial Cluster Centers, Food Safety and Security</td>
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